

Diane Benck Bio

Diane Benck is the General Operations Manager, and an owner of West Side Tractor Sales Co. West Side Tractor is a John Deere construction equipment dealer based in Lisle, Illinois, with 11 locations across Northern Illinois and Indiana. The company has been in business for 58 years.

While Diane and her two brothers are second generation of the family in the business, the third generation is already involved in the company. Diane takes pride in coaching and training them to have the same success and growth as her and her brothers.

Diane has been very active in a variety of industry-related associations. She served two terms Associated Equipment Distributors Board of Directors before becoming the first female volunteer leader of the association in 2018, when she was inaugurated as chairwoman. She is currently on the AED Foundation's Board of Directors, which focuses on workforce development and attracting skilled workers to the industry. Diane has also twice served as President of the John Deere Construction Dealer Association.

Diane has a BA from University of Wisconsin-Madison and an MS from Illinois Benedictine College. She resides in Naperville, Illinois with her husband, Dennis Frlan.